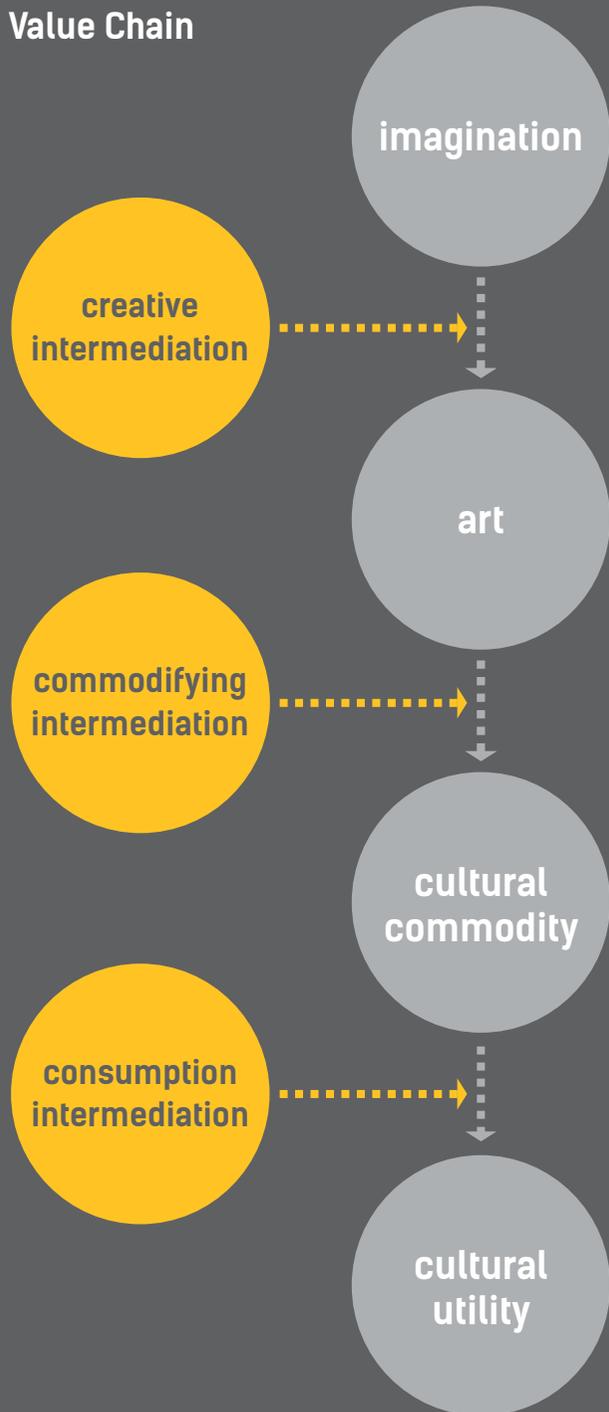


Cultural Intermediation Value Chain



Cultural intermediation is a process which connects different kinds of communities into the creative economy and wider society. It plays a critical role in raising aspirations, upskilling and building confidence, all of which are vital to allow people to benefit from one of the most dynamic sectors of the contemporary UK economy.

Individual artists, professional networks, events, festivals, commissioning bodies, creative businesses, arts and cultural organisations can all play intermediary roles. Some of the most exciting opportunities for research in this area are occurring in the city regions. In part this is because of their size and multiplicity of cultural resources, but also because these areas have large concentrations of communities suffering multiple deprivation who are being left behind by the post-industrial creative economy.

The aim of the research is to discover how the value of cultural intermediation can be captured and how this activity can be enhanced to produce a more effective connection between communities and the creative economy.

@cultintermed

www.culturalintermediation.org.uk

Mapping Cultural Intermediation



**cultural
intermediation**
in the creative urban economy



UNIVERSITY OF
BIRMINGHAM

University of
Salford
MANCHESTER



institute of cultural capital



Arts & Humanities
Research Council



BIRMINGHAM CITY
University

Mapping Cultural Intermediation

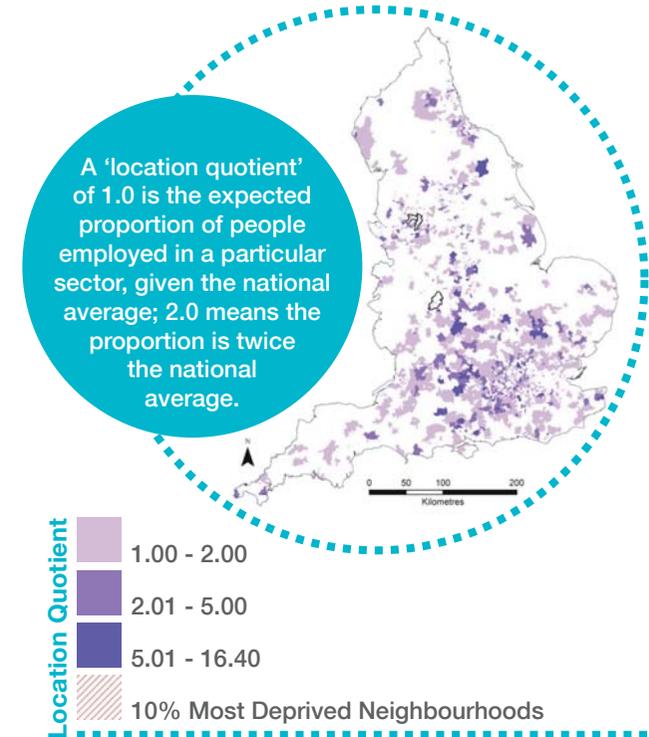
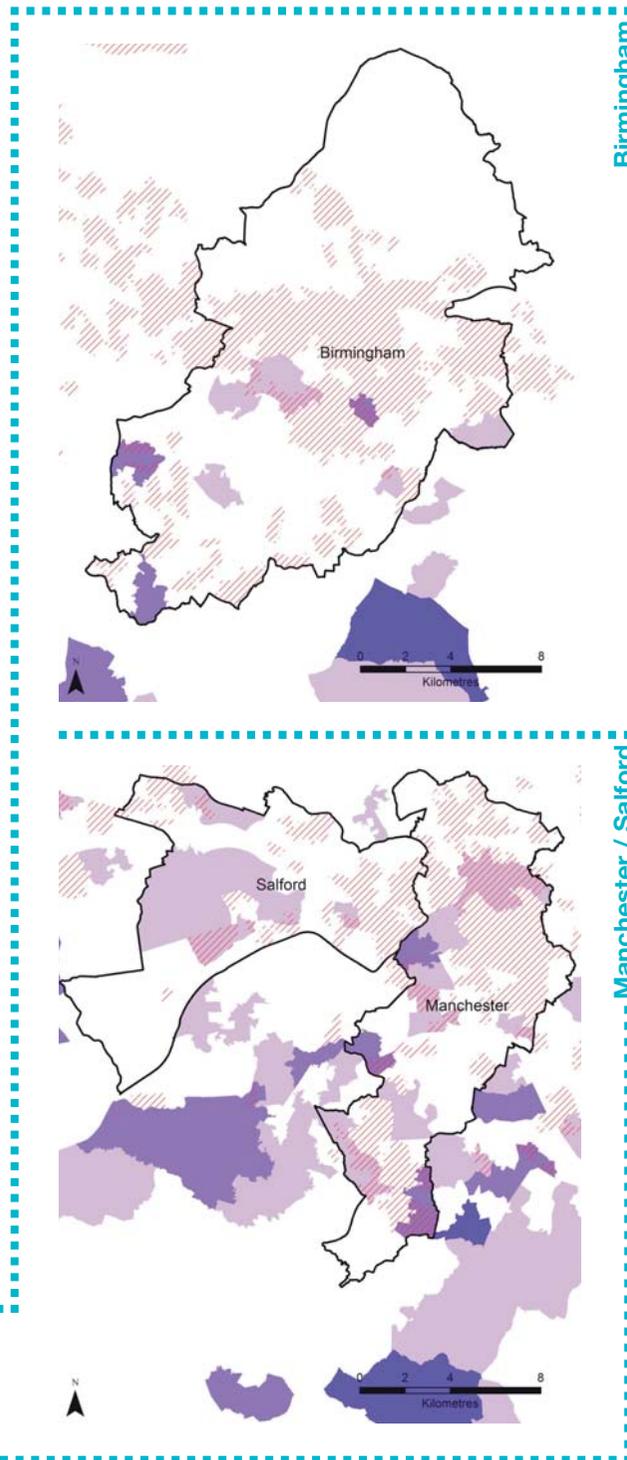
Lisa De Propriis & Sam Mwaura

Bourdieu (1984) employed the term 'cultural intermediaries' to refer to new professions that helped reduce class distinctions by enhancing the consumption of 'legitimate' culture by the masses. This definition has been widened over the years to include a range of different activities which attempt to connect communities into the cultural and creative economy. A review of the literature suggested that there are three key types of cultural intermediation which happen in the 'value chain' of cultural production. Intermediation can occur at the point where the initial creative impulse happens, at the point where a cultural product is being made and at the point where it is being sold/consumed.

Of course, life is more complex than a simple value chain analysis would suggest – creative impulses, for example, can happen at all stages of creating a cultural artefact. Nonetheless, the value chain allows us to think through how the different parts of the process function. We used the 2007 Standard Industrial Classification (SIC) codes to identify different business types that could be broadly identified as working as either creative, commodifying or consumption intermediaries (though of course some could fall into all three categories).

For this analysis we are looking at just the creative intermediaries. The maps in this leaflet show that these types of business are not evenly distributed geographically. In our two case study cities there appears to be less cultural intermediation activity than the national average, especially in those neighbourhoods that score highly on the English Indices of Multiple Deprivation.

Birmingham has some clustering in museums and advertising, while Manchester and Salford have clusters in advertising, media and PR.



SIC Business Types:

- publishing of computer games
- other software publishing
- motion picture production activities
- video production activities
- television programme production activities
- motion picture, video & television post-production
- sound recording and music publishing activities
- leisure & entertainment software development
- business & domestic software development
- architectural activities
- urban planning & landscape architectural activities
- engineering design for industrial process & production
- engineering related scientific & technical consulting
- other engineering activities
- biotechnology research & experimental development
- natural sciences research & experimental development
- social sciences research & experimental development
- specialised design activities
- photographic activities
- performing arts & support activities